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**UNITED STATES DISTRICT COURT  
DISTRICT OF NEW JERSEY**

THE HERSHEY COMPANY and HERSHEY CHOCOLATE & CONFECTIONERY CORPORATION	Civil Action No. 07-cv-1601 (SDW) (MCA)
Plaintiffs,  v.  PROMOTIONS IN MOTION, INC.  Defendant.	

**NOTICE OF WITHDRAWAL OF COUNSEL**

PLEASE TAKE NOTICE that the appearance of Patricia Larson as counsel for plaintiffs The Hershey Company and Hershey Chocolate & Confectionary Corporation ("Hershey") is hereby withdrawn. The law firms of KAYE SCHOLER LLP and McCARTER & ENGLISH, LLP will continue to represent Hershey.

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August 17, 2010

**CERTIFICATE OF SERVICE**

I hereby certify that true and correct copies of the foregoing were caused to be served on August 17, 2010 upon the following individuals in the manner indicated:

**BY EMAIL AND ECF**

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